Subhayan Mukerjee

CONTACT

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ACADEMIC EMPLOYMENT

National University of Singapore, Singapore — Oct 2020 − present
Assistant Professor, Computational Communication
Department of Communications and New Media
Principal Investigator
Centre for Trusted Internet & Community

University of Pennsylvania, Philadelphia, PA, USA — Aug 2015 − Aug 2020
Research Fellow
Annenberg School for Communication

University of Oxford, Oxford, UK — May 2019 − Jun 2019
Research Assistant
Reuters Institute for the Study of Journalism

Harvard University, Cambridge, MA, USA — Jun 2016 − Aug 2016
Research Assistant
Berkman Klein Center for Internet & Society

EDUCATION

University of Pennsylvania, Philadelphia, PA, USA — Aug 2015 − May 2020
Ph.D. Communication
M.A. Communication

BITS-Pilani, Pilani, Rajasthan, India — Aug 2009 − May 2014
M.Sc. Mathematics
B.E. Computer Science

REFEREED JOURNAL PUBLICATIONS

7. **Mukerjee, S.**, Jaidka, L., & Lelkes, Y. The Political Landscape of the U.S. Twitterverse. (forthcoming) *Political Communication*

6. **Mukerjee, S.** (2022) Rethinking Audience Fragmentation Using a Theory of News Reading Publics: Online India as a Case Study. *The International Journal of Press/Politics*, 1–22

5. **Mukerjee, S.**, Yang, T., Stadler, G. & González-Bailón, S. (2022) What Counts as a Weak Tie? A Comparison of Filtering Techniques to Analyze Co-Exposure to News. *Social Networks*, 68, 386–393

4. **Mukerjee, S.** (2021) A Systematic Comparison of Community Detection Algorithms for Measuring Selective Exposure in Co-exposure Networks. *Scientific Reports*, 11, 15218

3. **Mukerjee, S.**, & Yang, T. (2021). Choosing to Avoid? A conjoint experimental study to understand selective exposure and avoidance on social media. *Political Communication*, 38(3), 222–240

2. **Mukerjee, S.**, Majó-Vázquez, S., & González-Bailón, S. (2018). Networks of Audience Overlap in the Consumption of Digital News. *Journal of Communication*, 68(1), 26–50.

1. **Mukerjee, S.** (2016). Net neutrality, Facebook, and India's battle to #SaveTheInternet. *Communication and the Public*, 1(3), 356–-361.

BOOK CHAPTER	1. **Mukerjee. S.** & González-Bailón, S., (2020) Social Media Data: Quantitative Analysis. In P. Atkinson, S. Delamont, A. Cernat, J.W. Sakshaug, & R.A. Williams (Eds.), *SAGE Research Methods Foundations*
POPULAR PRESS	4. Neyazi, T. A., Kuru, O., & **Mukerjee, S.** (2021, April 28) In West Bengal, why Covid is likely to turn the poll turf in favour of Mamata *The Print*
	3. **Mukerjee, S.**, Jaidka K. & Lelkes, Y. (2020, July 9) Our study found little evidence that Twitter is biased against conservative opinion leaders. *The Washington Post.*
	2. **Mukerjee, S**. & Majó-Vázquez, S. (2019, June 28) During the Indian election, news audiences consumed a wide and diverse range of sources. *Nieman Journalism Blog.*
	1. **Mukerjee, S.** (2012, June) An Open World. *Linux For You* (print magazine) 10(4) pp. 24-26
OTHER PUBLICATIONS	2. Majó-Vázquez, S., **Mukerjee, S**, Neyazi T. A., & Nielsen, R. K. (2019) Online Audience Engagement with Legacy and Digital-Born News Media in the 2019 Indian Elections. *Reuters Institute for the Study of Journalism Factsheet.*
	1. **Mukerjee, S.**, Majo-Vazquez, S., & Gonzalez-Bailon, S. Response to Webster and Taneja's Response to Networks of audience overlap in the consumption of digital news *Journal of Communication*, 68(3), E15-E18.
WORKING PAPERS	6. **Mukerjee, S.** Digital News Consumption in India *(under review)*
	5. Neyazi, T. A., Kuru, O., & **Mukerjee, S.** (In)Civility of Campaign Videos and User Comments on Facebook: Affective Polarization and Mobilization *(under review)*
	4. Jaidka, K., **Mukerjee, S.**, & Lelkes, Y. An audit of Twitter's shadowban sanctions in the United States. *(in preparation)*
	3. Vachery, J., Neyazi, T. A., & **Mukerjee, S.** Twitter: Is ideological polarization needed to be prominent? *(in preparation)*
	2. **Mukerjee, S.**, Yang, T., & Peng, Y. Metrics at Work? How Social Metrics Determine Media Agenda on Facebook *(in preparation)*
	1. **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. Echo-Chambers and Affective Polarization: A Twitter Field Experiment *(in progress)*
CONFERENCE TALKS (LAST 3 YEARS)	18. **Mukerjee, S.**, Yang, T., Peng, Y. Metrics at work? How social media metrics shape news production on Facebook *accepted for The 72nd Annual Conference of the International Conference Association*, Paris, France
	17. Jaidka, K., **Mukerjee, S.**, Lelkes, Y. An audit of Twitter's shadowban sanctions in the United States. *accepted for The 72nd Annual Conference of the International Conference Association*, Paris, France
	16. Neyazi, T. A., Kuru, O., & **Mukerjee, S.** (In)Civility of Campaign Videos and User Comments on Facebook: Affective Polarization and Mobilization *accepted for The 72nd Annual Conference of the International Conference Association*, Paris, France
	15. Jaidka, K., **Mukerjee, S.**, Lelkes, Y. An audit of Twitter's shadowban sanctions in the United States. *The 7th International Conference on Computational Social Science*, ETH Zurich, Switzerland
	14. **Mukerjee, S.** Measuring Selective Exposure: A Systematic Comparison of the Application of Community Detection Algorithms in Theoretical and Empirical Co-exposure Networks" . *The 7th International Conference on Computational Social Science*, ETH Zurich, Switzerland

13. **Mukerjee, S.** A Systematic Comparison of the Application of Community Detection Algorithms in Theoretical and Empirical Co-exposure Networks *Networks 2021: A Joint Conference of Sunbelt and Network Science*

12. **Mukerjee, S.**, (2021) Measuring Selective Exposure: A Systematic Comparison of Community Detection Algorithms in Coexposure Networks *The 71st Annual Conference of the International Conference Association*, Denver, CO.

11. **Mukerjee, S.**, (2020) A Network Model of Selective Exposure and Audience Behavior Using Community Detection *The 9th International Conference on Complex Networks and their Applications*, Madrid, Spain.

10. **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. (2020) The Ideological Landscape of American Elites on Twitter. *The 6th International Conference on Computational Social Science*, MIT, Cambridge, MA

9. **Mukerjee, S.** (2020) Understanding Audience Fragmentation by a Community Extraction Method: Evidence from India. *The 6th International Conference on Computational Social Science*, MIT, Cambridge, MA

8. **Mukerjee, S.**, & Yang, T. (2020) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 70th Annual Conference of the International Conference Association*, Gold Coast, Australia

7. **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. (2020) The Ideological Landscape of American Elites on Twitter. *The 70th Annual Conference of the International Communication Association*, Gold Coast, Australia

6. **Mukerjee, S.**, & Yang, T. (accepted) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 78th Annual Conference of the Midwest Political Science Association* (conference canceled due to COVID-19)

5. **Mukerjee, S.**, Jaidka, K., & Lelkes, Y. (2019) Echo Chambers and Affective Polarization: A Twitter Field Experiment. *The 5th International Conference on Computational Social Science, University of Amsterdam, Amsterdam*, the Netherlands

4. **Mukerjee, S.** (2019) Using Network Science to Understand News Consumption in India.*The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands

3. **Mukerjee, S.**, & Yang, T. (2019) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. *The 5th International Conference on Computational Social Science*, University of Amsterdam, Amsterdam, the Netherlands.

2. **Mukerjee, S.** (2019) A Theory of Networked News Reading Publics: Evidence from Online India.*The 12th Annual Political Networks Conference*, Duke University, NC

1. **Mukerjee, S.**, & Yang, T. (2019) A Conjoint Experimental Study on the Effects of Social Media Cues on Selective Exposure. Poster presented at *the 12th Annual Political Networks Conference*, Duke University, NC

INDUSTRY EMPLOYMENT

Abzooba Inc. Kolkata, India   Jun 2014 − Jul 2015
  Data Scientist

Bravo Lucy As. Hyderabad, India   Jun 2013 − Jun 2014
  Software Engineering Intern

Ericsson Global Kolkata, India   Jun 2012 − Jul 2012
  Software Engineering Intern

Teaching Experience	**National University of Singapore**	
	Visualising Data (Masters Seminar)	
	Coding for Communicators (Masters Seminar)	
	Quantitative Research Methods (Undergraduate Lecture and Tutorial)	
	Quantitative Research Methods (Ph.D. Seminar)	
	Theories of Communications and New Media (Undergraduate Tutorial)	
	University of Pennsylvania	
	Understanding Social Networks (Undergraduate Lab Assistant)	
	Media Industries and Society (Undergraduate Teaching Fellow)	

Grants and Fellowships	**Collaborative Data Trust** (co-PI) (SGD 111,500) Centre for Trusted Internet & Community; Faculty of Arts & Social Sciences, NUS	2021−2023
	AI, Disinformation, and the Public Good (co-PI) (SGD 450,000) Defence, Science and Technology Agency (DSTA), Singapore.	2021−2022
	Start-up Research Grant (PI) (SGD 75,000) Faculty of Arts & Social Sciences, NUS	2021−2024
	Seed Research Funding (USD 1,300) Summer Institute of Computational Social Science (SICSS), Chicago	2019−2020
	Student Research Grant Graduate and Professional Student Assembly, University of Pennsylvania	2019
	Dissertation Research Fellowship (USD 31,000) Annenberg School for Communication, University of Pennsylvania	2019−2020
	Dissertation Grant (USD 1,700) Annenberg School for Communication, University of Pennsylvania	2019−2020
	Dean's Summer Fellowship (4× USD 4,000) Annenberg School for Communication, University of Pennsylvania	2015−2019
	Travel Scholarship National Science Foundation	2018−2019
	Travel Scholarship Northwestern University	2018
	Doctoral Fellowship University of Pennsylvania	2015−2020

Invited Lectures (Last 3 years)	9. **CNM Seminar Series Guest Lecture** National University of Singapore	Aug 2021
	8. **Network Analysis Invited Lecture** Summer Institute in Computational Social Science, Beijing	Jun 2021
	7. **Theories of Communication and New Media Guest Lecture** National University of Singapore	Mar 2021
	6. **Digital Media, Networks, & Political Communication Lab** University of Pennsylvania, Philadelphia PA	Feb 2021
	5. **Human Cooperation Lab** Massachusetts Institute of Technology, Cambridge MA	Apr 2020
	4. **Computational Communication Research Seminar** University of Wisconsin-Madison, Madison WI	Mar 2020

	3. **Digital Propaganda and Public Opinion Lecture**	Mar 2020
	National University of Singapore, Singapore	
	2. **Microsoft Research Seminar**	Jan 2020
	Microsoft Research, New York City NY	
	1. **The Center for Social Media and Politics**	Jan 2020
	New York University, New York City NY	

SERVICE TO DISCIPLINE

Organizer

Summer Institute in Computational Social Science (SICSS) - Singapore 2021-22

Senior Committee Member

The International AAAI Conference on Web and Social Media (ICWSM) 2021-22

Ad-hoc Journal Reviewer

Digital Journalism
EPJ Data Science
International Journal of Press/Politics
PLOS One
Public Opinion Quarterly

Ad-hoc Conference Reviewer

The Annual International Communication Association (ICA) Conference
The International AAAI Conference on Web and Social Media (ICWSM)

SERVICE TO DEPARTMEMT

Committee Member, *Graduate Admissions Committee, NUS*	2021-22
Committee Member, *Research Talks Committee, NUS*	2021-22
Committee Member, *Research Committee, NUS*	2020-22
Coordinator, *DiMeNet research group, Penn*	2016-18
Committee Member, *Annenberg Graduate Student Symposium Committee, Penn*	2017-18
Organizing Member, *Penn-Rutgers-Princeton Social Epistemology Workshop*	2017

SKILLSET

Quantitative Methods: Network analysis, statistical modeling, machine learning, experimental design, natural language processing, agent-based modeling, causal inference

Programming/Scripting: R, Python, SQL, Java, C++, C, LaTeX, Markdown, Git, JavaScript (basic).

ADDITIONAL TRAINING

Summer Institute in Computational Social Science	Jun 2019
Northwestern University	
Mediterranean School of Complex Networks	Sep 2017
Universitat Rovira i Virgili, Italy	
Annenberg Summer Institute in Methods & Statistics	Jun 2017
University of Southern California	

Scale Construction
Critical Studies of Networked Infrastructure

MEMBERSHIP

International Communication Association

REFERENCES

Available upon request.